



CITY OF NEWPORT BEACH ECONOMIC DEVELOPMENT COMMISSIONER

MINUTES 3-19-08

Minutes of the Economic Development Committee held at the City Council Chambers, City of Newport Beach, on **Wednesday, March 19, 2008.**

Members Present:

| | | | |
|---|--|---|-------------------|
| x | Steve Rosansky, Chairman | x | Debra Legan |
| x | Keith Curry, Council Member | x | Richard Luehrs |
| x | Mike Henn, Council Member - <i>excused</i> | | Mark Murrel |
| x | Robert Hawkins, Planning Commissioner | x | Scott Palmer |
| x | Mike McNamara, Vice Chairman | x | John Robinson |
| | Fred Ameri | x | John Saunders |
| x | Craig Batley | x | Gregg Schwenk |
| e | Seymour Beek | e | Gary Sherwin |
| x | Gary DiSano | x | Charles Unsworth |
| x | Jim Donnell | e | Gay Wassall-Kelly |
| x | Kenneth Drellishak | | Kevin Weeda |
| x | Sheri Drewry | x | Danielle Sim |
| x | Jennifer Gonzalez | | |
| x | John Hyatt | | |
| x | Lloyd Ikerd | | |
| x | Brion Jeannette | | |

Staff Representatives:

| | | | |
|---|--|---|--|
| x | Sharon Wood, Assistant City Manager | x | Glen Everroad, Revenue Manager |
| x | Leigh DeSantis, Economic Development Administrator | x | Katie Bowden, Economic Development Coordinator |

Guests Present:

| | |
|---------------|--|
| Roy Freeman | |
| Dan Marcheano | |
| | |

Roll Call and Introductions:

Chairman Rosansky called the meeting to order at 8:05 AM, and requested introductions of the assembled members, staff and guests.

UPDATES AND ANNOUNCEMENTS

- The McFadden Square Centennial Groundbreaking Ceremony was a success. Donations may still be made toward the project.
- Monday, May 26, 2008 will be the dedication of the Marine Memorial at Castaway. Donations may be made through March 31, 2008.

DISCUSSION ITEMS

1. Minutes of February 20, 2008

Motion: Gary DiSano

Second: Gregg Schwenk

Vote: Unanimous

2. **Ellen Adelman was called away on business. The presentation on the Resort at Pelican Hill will be rescheduled.**

3. 2008 Newport Beach Film Festival Presentation by Gregg Schwenk

Recap of 2007 – 41,000 participants up 13% from 2006
409 films of which 38 were sellouts
Event films most successful

Status of Plans for 2008 -

1-3 Events each night

Just under 400 films to create more sell-outs

Variety magazine will be doing a special feature on the Festival

The Festival will include Shorts. The Motion Picture Academy is reviewing the Festival to determine if it may become an accredited venue for Shorts (i.e. a showing at the Festival would qualify a Short for the Oscars).

Tickets go on sale on-line April 3, 2008.

Excitement is already building regarding next year's

10th Anniversary of the Newport Beach Film Festival

4. Review of the Cost of Services Study by Glen Everroad, Revenue Manager

It is a City Council goal that fees pay for services to as great an extent as is practical. The City's last fee study was done in 1996 and in 1997 a recovery ordinance was adopted setting percentage rates for user fee recovery. Based on this new study by PRM, the City Council anticipates adopting

a new recovery ordinance. Some fees will come down while others will go up. The recommendation from PRM, currently out for public review, is that the City increase overall recovery from 58% to 81%. Certain sensitive areas will continue at minimal cost recovery levels such as senior services, youth recreation programs, and the Library. Cost recovery will never exceed 100% for any service.

Dan Marcheano requested that the Restaurant Association have an opportunity to review fees that will pertain to that business group. Brion Jeannette commented that service improvements should accompany fee increases. Charles Unsworth asked if projected City revenues from development projects were calculated as an offset to fees for services such as building permits and inspections. Glen Everroad responded that was not part of the study, and noted that things like property and sales taxes are intended to pay for ongoing services such as police and fire protection, not one-time services. Richard Luehrs indicated that the Chamber of Commerce is reviewing the study, and also commented on the need to balance fees for service with the revenue provided to the City by businesses.

5. EQAC Representative's Report

Ken Drellishak reported that the committee has completed review of the Draft EIR on the proposed Hyatt Regency Hotel condos. The project would develop 88 new timeshare condos, a ballroom, and day spa. It would eliminate the villas, the golf course, and give up rights to additional hotel rooms. They may also provide some water quality improvements.

ITEMS FOR A FUTURE AGENDA

None suggested

PUBLIC COMMENTS

Jim Donnell reported that efforts by the Hotel Workers Union to organize the Island Hotel employees had failed.

ADJOURNMENT

Chairman Rosansky called for the meeting to be adjourned at 9:10 AM.